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Africa: The Emerging Hub for BPO and Call Center Investments

By Hildegard Rohr (Ph.D) - *Market Intelligence and Research Lead*

CBRE EXCELLERATE

Africa's dynamic economic growth, robust digital transformation, and abundant talent pool have positioned the continent as a prime destination for Business Process Outsourcing (BPO) and call center operations. While South Africa has long been the continent's leader in this space, other African countries are emerging as competitive alternatives, offering unique advantages to global firms. This advisory outlines the key opportunities and strategic considerations for investors exploring Africa's BPO and call center sector.



Evaluating Alternatives to South Africa for BPO/Call Center Operations

Africa’s emergence as a BPO and call center destination stems from a combination of favourable factors, including a growing workforce, investments in digital infrastructure, and supportive government policies. Countries such as **Egypt, Kenya, Morocco, Ghana, Nigeria,** and **Rwanda** present unique opportunities tailored to specific client needs, whether multilingual capabilities, cost efficiencies, or tech-readiness. The map below provides a detailed breakdown of alternative markets to South Africa, highlighting their competitive advantages and success stories.

Morocco

Key Hubs: Casablanca, Rabat
Key Advantage: Multilingual talent (French, Spanish, Arabic, English), proximity to Europe
Strategic Appeal: Mature outsourcing ecosystem; government incentives for foreign investments

Egypt

Key Hubs: Cairo, Alexandria
Key Advantage: Multilingual workforce, proximity to Europe and the Middle East, robust IT infrastructure.
Strategic Appeal: Government-supported BPO initiatives like ITIDA; cost-competitive for European and Middle Eastern clients

Ghana

Key Hubs: Accra
Key Advantage: English-speaking workforce, political stability, ICT growth.
Strategic Appeal: Low operational costs and strong digital transformation agenda.

Nigeria

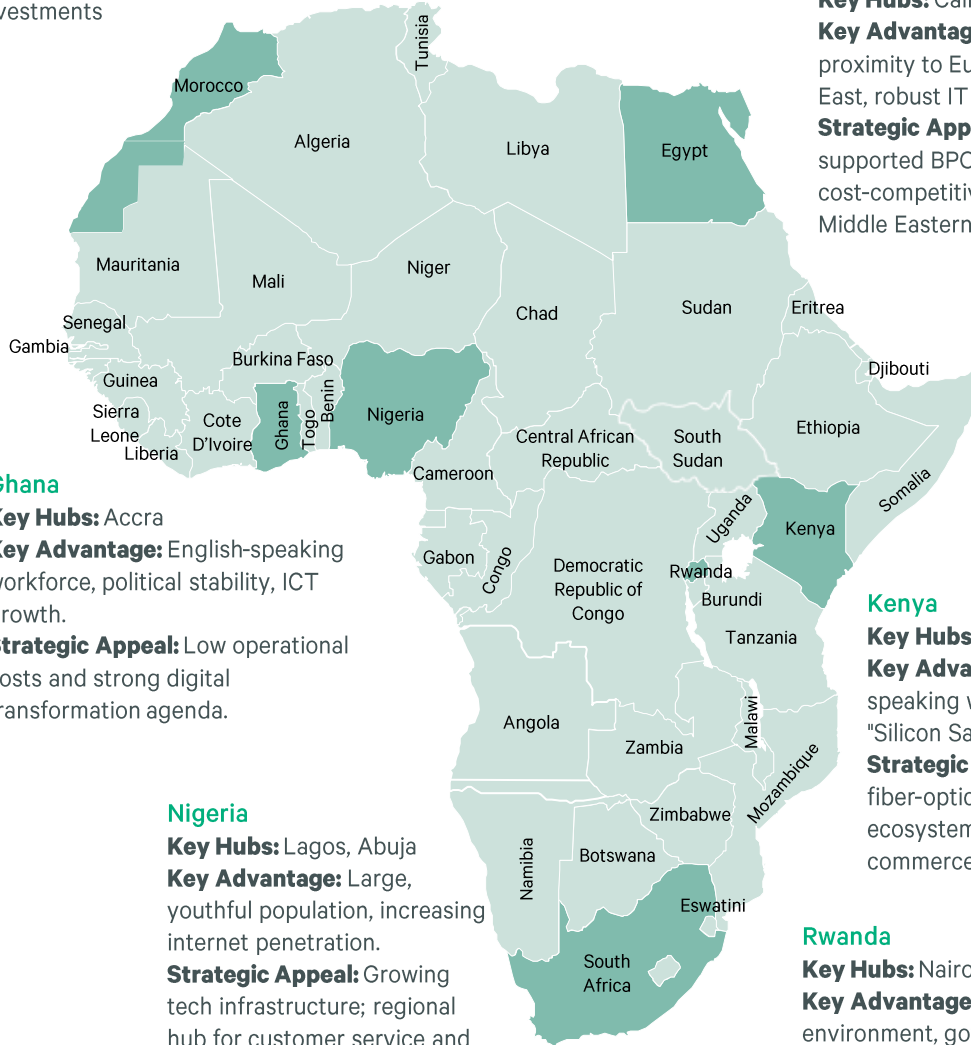
Key Hubs: Lagos, Abuja
Key Advantage: Large, youthful population, increasing internet penetration.
Strategic Appeal: Growing tech infrastructure; regional hub for customer service and technical support.

Kenya

Key Hubs: Nairobi
Key Advantage: Skilled, English-speaking workforce, strategic "Silicon Savannah" position
Strategic Appeal: Investments in fiber-optic connectivity and tech ecosystems; leader in fintech and e-commerce outsourcing.

Rwanda

Key Hubs: Kigali
Key Advantage: Stable political environment, government-backed innovation programs.
Strategic Appeal: Emphasis on ICT and workforce development.



Talent Dynamics Across Africa

Country	Workforce Profile	Specialization	Case Study
SOUTH AFRICA	Highly skilled, neutral English accents, culturally aligned with Western markets	Financial services, retail, insurance	
EGYPT	Multilingual professionals (English, French, Arabic, German)	IT services, telecom, healthcare	Vodafone Egypt operates large call centers supporting multilingual customer service for Europe and the Middle East.
KENYA	Young, educated, English-speaking with strong digital skills	Fintech, e-commerce, customer support	Samasource delivers AI data services and content moderation for global tech firms; supported by projects like Konza Technopolis.
MOROCCO	Multilingual talent (French, Spanish, Arabic, English)	Customer service for European markets	
GHANA	Large, educated, tech-savvy populations	Telecom, fintech, retail support	Rising Data provides back-office support for US-based clients; Accra Mall showcases e-commerce integration for digital readiness.
NIGERIA	Large, educated, tech-savvy populations	Telecom, fintech, retail support	MTN Nigeria leverages a vast workforce for 24/7 telecom support; startups like Flutterwave amplify entrepreneurial potential.
RWANDA	Youthful, tech-focused workforce nurtured by training programs	IT, back-office support	Andela Rwanda trains and deploys tech talent for software development; Kigali Innovation City supports digital and tech services.

Strategic Pathways for BPO and Call Center Success in Africa

Africa's rise as a global hub for Business Process Outsourcing (BPO) and call center operations presents transformative opportunities for investors. To capitalize on this growth, businesses must adopt a strategic approach that integrates planning, efficiency, and sustainability. Diversifying geographic presence across key markets like Kenya, Morocco, and Ghana unlocks unique advantages such as skilled workforces, language diversity, and cost-efficiency.

Building strong talent pipelines through partnerships with universities and training institutions ensures access to a steady flow of skilled professionals. Investing in digital infrastructure is critical to boosting operational efficiency. Reliable internet connectivity, energy resources, and advanced workplace technology are essential for seamless customer service delivery. Embracing AI and automation further enhances processes, enabling differentiation in a competitive market. Benchmarking against leaders like Teleperformance helps refine strategies, while aligning with Environmental, Social, and Governance (ESG) goals promotes sustainability and community development. Energy-efficient systems and local engagement foster long-term value creation.

Africa's BPO sector has proven its capacity to deliver quality and scale, with successes in Egypt, Kenya, and beyond. By leveraging regional strengths and digital transformation, businesses can establish resilient, future-ready operations.